



Calhoun: The NPS Institutional Archive
DSpace Repository

Faculty and Researchers

Faculty and Researchers' Publications

2013-05

In-Class Exercise: Pre-Testing Survey Questions Using Cognitive Interviewing

Fricker, Ronald D. Jr

<http://hdl.handle.net/10945/66296>

This publication is a work of the U.S. Government as defined in Title 17, United States Code, Section 101. Copyright protection is not available for this work in the United States.

Downloaded from NPS Archive: Calhoun



Calhoun is the Naval Postgraduate School's public access digital repository for research materials and institutional publications created by the NPS community. Calhoun is named for Professor of Mathematics Guy K. Calhoun, NPS's first appointed -- and published -- scholarly author.

Dudley Knox Library / Naval Postgraduate School
411 Dyer Road / 1 University Circle
Monterey, California USA 93943

<http://www.nps.edu/library>



**NAVAL
POSTGRADUATE
SCHOOL**

**IN-CLASS EXERCISE:
PRE-TESTING SURVEY QUESTIONS
USING COGNITIVE INTERVIEWING**

Survey Research Methods Short Course
Marine Corps Combat Development Command
Quantico, Virginia

May 2013

In-class Exercise: Pre-testing Survey Questions Using Expert Review and Cognitive Interviewing

Objective: Practice cognitive interviewing techniques for evaluating survey questions.

Time allotted: 90 minutes.

Data: None required.

INSTRUCTIONS

1. Select someone from another team that you did not use as a subject matter expert yesterday and pretest your revised questions (from yesterday's expert reviews) using cognitive interviewing "think aloud" and "verbal probing" techniques. Then trade places let him or her cognitively interview you about his or her team's questions. Time permitting, repeat this with another person to get a different perspective.
2. Reconvene in your teams, discuss your results, and (as a team) revise your questions one final time based on the cognitive interviewing results.
3. Choose a team representative to present your results to the class and turn in one copy of your final questions to the instructor.

Schedule

1. Conduct cognitive interviews: *30 minutes*.
2. Teams revise questions: *30 minutes*
3. Class presentation and discussion: *30 minutes*.

Follow-on

Over the weekend, the instructor will put the questions into a web-based survey tool and distribute to attendees for them to complete (*NLT 0800 Monday morning*).

REVISED QUESTIONS AFTER EXPERT REVIEW(S)

Name: _____

Topic area chosen: _____

Q1: _____

Q2: _____

Q3: _____

Q4: _____

Q5: _____

REVISED QUESTIONS AFTER COGNITIVE INTERVIEW(S)

Cognitive interviewee #1: _____

Cognitive interviewee #2: _____

Q1: _____

Q2: _____

Q3: _____

Q4: _____

Q5: _____

FINAL QUESTIONS

Topic area: _____

Q1: _____

Q2: _____

Q3: _____

Q4: _____

Q5: _____
